



24349.017

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Jansen et al.
Serial No.: 09/714,857
Filed: November 16, 2000
For: *Loyalty Program Tracking and Conversion System*
Examiner: James W. Myhre
Group Art Unit: 3622

January 10, 2006

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the outstanding Office Action dated July 20, 2005, please amend the
above identified application as follows: